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# Marks Of Excellence: The Function And Variety Of Trademarks



## Synopsis

This text covers every aspect of the trademark, its history, development, style, classification and relevance in today's world. A brief history is given of the origins of the trademark in heraldry, monograms, owner's marks and certificates of origin. The proceeding chapters explore corporate identity and communication design with an emphasis on sign theory. The core of the book is a comprehensive classification of trademarks covering name marks, abbreviations and all kinds of picture marks. This is followed by an alphabetical index of trademark themes from animals to word puzzles. The index is illustrated by a selection of the world's best trademarks - the marks of excellence from which this book takes its name. The final section of the book covers the development of trademarks over time and across the boundaries of language and space.

## Book Information

Hardcover: 240 pages

Publisher: Phaidon Inc Ltd (April 1997)

Language: English

ISBN-10: 0714834483

ISBN-13: 978-0714834481

Product Dimensions: 1.2 x 0.5 x 12 inches

Shipping Weight: 4.1 pounds

Average Customer Review: 4.2 out of 5 starsÂ Â See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #569,544 in Books (See Top 100 in Books) #102 inÂ Books > Arts &

Photography > Graphic Design > Commercial > Advertising #1408 inÂ Books > Arts &

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## Customer Reviews

Per Mollerup's Marks of Excellence is an interesting and beautifully illustrated look at trademarks. The most interesting part for me are the little anecdotes which occur here and there about particular trademarks. For example the Guinness harp is based on the O'Neill clan harp, when the Irish State was formed in 1922 they had to reverse the harp because Guinness owned the copyright. The look and feel of the book is similar to any of the Graphis range. The book begins with a brief look at the precursors of trademarks such as heraldry, monograms and brands for animals and goods. It then examines the design process looking at the type of corporate identities that can be created and their application. The bulk of the book though is the taxonomy of trademarks breaking them down into

classes, such as birds, botanical, buildings etc. There is a brief look at the background to the trademark accompanied by the name of company which uses the trademark and the designers behind it.

This is a beautifully designed book that is very complete. There are hundreds of examples of good design, and enough text to satisfy those who need detailed explanations. Quite simply, I have seen nearly all the books available on logo design, and this one of the best I have ever seen.

This book is a great resource for the methods behind some of the most successful logos created. Even if you are not a "logo designer" this book is a good reference. The author gets extremely deep into the psychology and methods of successful logos. Although sometimes laborious - it provides great background.

This book contains the best of the best in terms of the concepts and understanding of typography and its versatility, as well as some of the most classic typographical designs and logos that have made such a strong mark that they remain instantly recognizable today. These concepts and designs never become old or outdated, but continue to be modernized and adapted in very intelligent ways by those who grasp their underlying ideas. You can't be a graphic designer if you don't see things differently from the rest of us or aren't actively involved in the spirit of the times. These marks are conceptual icons, and only after their study can one evolve a finely-tuned design. You'll learn everything you need to know about these things from this superb book. It is a must-have for any designer from fashion to filmmaking; menus to marketing. Buy it.

I'm a typography nut. If you are too, you need this not just for reference but for sheer admiration of the marriage of concept and its proven dead-on communications successes. Invaluable for ANY design professional involved in media, shape, form, design, architecture, fashion, artful communication, and the thoughtful analysis of all of those.

I've owned this book for 10 years and it still is one of my most referenced and valued. In terms of being a picture book for logo reference, there are definitely better ones out there. In contrast, Mollerup takes you on a rare deep and exhaustive overview covering semiotics, logic, anthropology, history, taxonomies and analysis. At times, the educational rigor feels dense and overwrought- but it is welcome compared to the flimsy writing in most design related publications. My hope is that he

revises and updates the book to include newer marks, as many in this book have ceased to exist.

I was referred Marks of Excellence by a professional designer I know after he discovered I was interesting furthering knowledge on logo design and what makes a good trademark. Marks of Excellence really was an excellent read and offered a lot of insight into the history of trademark, symbols used in logo design, and how various different types of logos might be more suitable for certain situations. I found the layout and production of the book to be very appealing and visually interesting, which made for a better read. The only complaint that I have is the lack of reasoning behind certain logo choices. I wish that there was more explanation into why certain logos were developed and maybe look a little more into the ideation process. I've seen other books that did just that, but for some reason I didn't necessarily find them as interesting as this. If you love logos and trademarks and are interested in reading more on the subject, I would certainly recommend reading this. It is great for the price, especially if you are looking for inspiration. But if you are specifically interested in learning the process of making a successful logo, there are other resources I may look into first. It all depends what you are looking for.

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